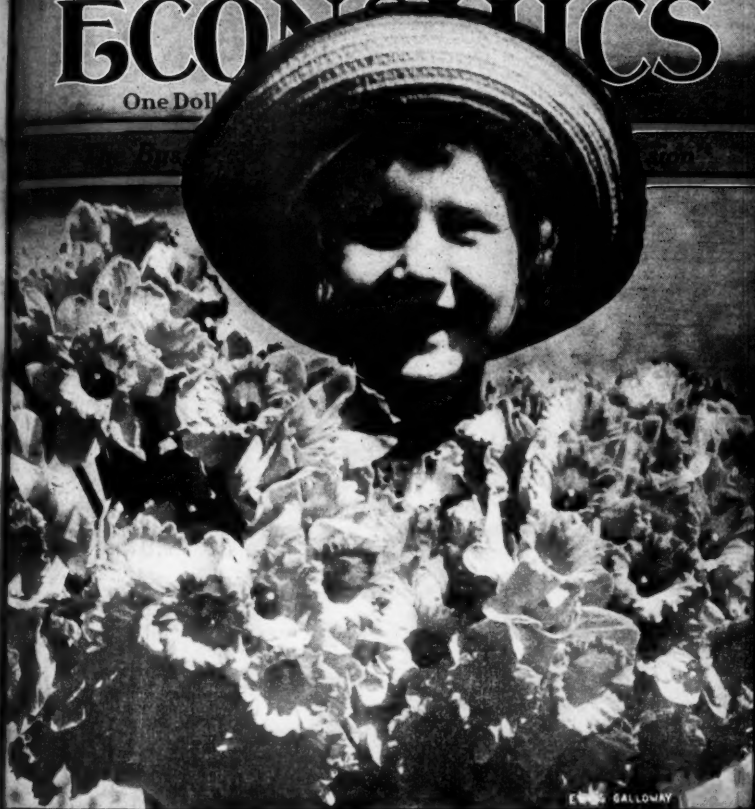


# MEDICAL ECONOMICS

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E. W. GALLOWAY

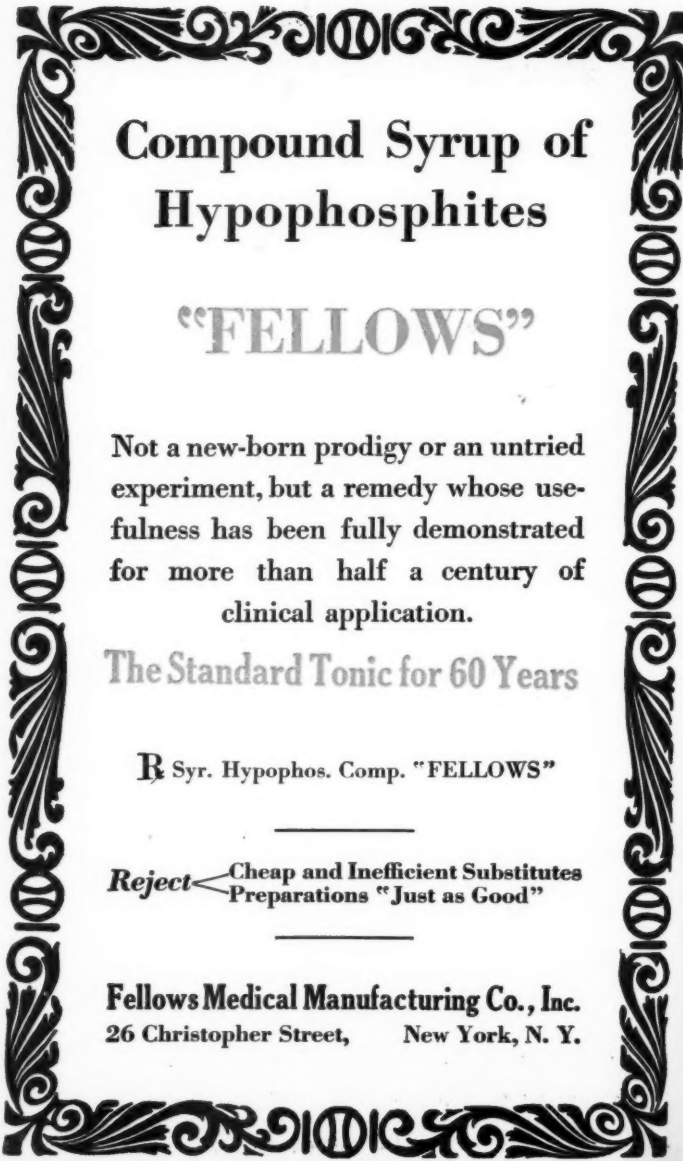
Vol. IV.

May, 1927

No. 8

This issue offered you—

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- 2.—“Reader Interest” stimulated by profitable articles.
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# Compound Syrup of Hypophosphites

## "FELLOWS"

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# MEDICAL ECONOMICS

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Lansing Chapman, Publisher

## The Two Serpents of the Caduceus

1st Serpent: "Who may ask for prompt payment more righteously than the practitioner of medicine?"



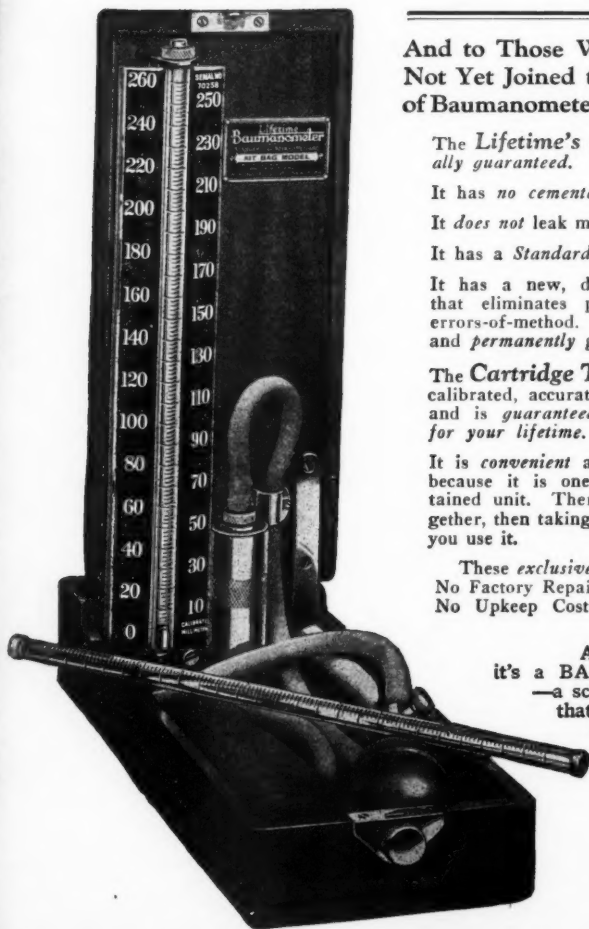
2nd Serpent: "Never a soul, my dear brother, unless it be the practitioner's wife!"

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instrument,  
movements

which I

Name .....

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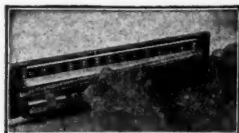
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is an indication for the use of antiphlogistic therapy. "ITIS" means inflammation. Inflammation means, in addition to pain, heat, redness and swelling, congestion-circulatory stasis. Stasis of blood in any area favors bacterial activity, increased toxin production, diminished leucocytic and other defensive, reparative and recuperative action.



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# MEDICAL ECONOMICS

"The Business Magazine of the Medical Profession"

Rutherford, New Jersey

Vol. IV, No. 8

May, 1927

## Eight Economic Questions on Group Practice

- ? To any physician who contemplates joining a group ?  
? practice, dozens of questions will arise pertaining ?  
? to organization, business management, and financ- ?  
? ing. Often his reputation and livelihood will depend ?  
? in large part upon satisfactory answers. Here are ?  
? some practicable methods of group management re-  
vealed by a MEDICAL ECONOMICS questionnaire.

SOME time ago, a letter came to MEDICAL ECONOMICS saying in effect: "We are planning to form a medical partnership. Can you tell us how other medical groups are organized? How do they arrange their financing? What size territories do they serve? How are they equipped?"

The reply to this query was a frank acknowledgment that any present information on the economic status of group medicine could be based on nothing more tangible than guesswork.

The matter did not end here. Other requests of a similar nature followed, all going to prove that more and more physicians were allowing their minds to stray from the well-beaten path of individual practice.

Plenty of ink has flowed in discussing the relative advantages and disadvantages of the group scheme of things. Opinions regarding the moral and ethical status of group practice have been swapped freely.

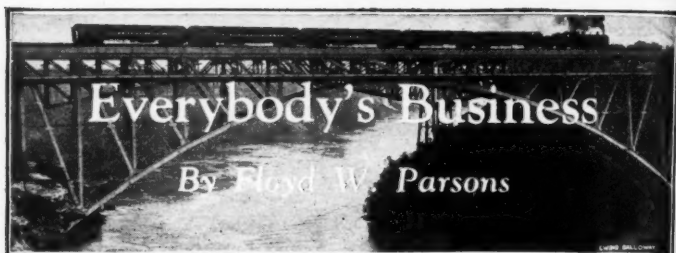
But the exchange of ideas on internal organization, financing, and methods of work, all subjects of great importance to the

enthusiastic enterpriser in group medicine, has not been so liberal. At least no published information of this character could be found.

For these reasons MEDICAL ECONOMICS prepared a questionnaire to send to a number of successful groups, asking information on eight major points. Seventy-five replies were received, which, tabulated, give an exceedingly clear picture of group organization.

In the first place the questionnaire very effectually upset one prevalent myth, namely, the belief that medical groups are distributed evenly and in comparatively large numbers throughout the states. They are not, decidedly not. This fact was shown when the task of securing a mailing list for the questionnaire was undertaken. Not only was it discovered that the number of medical partnerships in the United States is much less than had previously been believed; it was further found that they are located for the most part in the Middle West. As a matter of fact, they are practically unknown in New England, and in some other northeastern states.

(Turn to Page 32)



**O**F COURSE we have done a mighty creditable job in recent years in automatizing business and improving methods, but we must not forget that our great machines of government, industry and society still halt and creak. It is characteristic of human nature to get "cocky" when the sky is clear. "What care I for the lessons of yesterday?" says the optimist, when his pockets are full. "Ours is a new era that is largely free of the influence of the factors that shaped the past."

Who are we to assume this attitude of superior intelligence? Since when did we gain control of the forces of nature and cease to be mere atoms of dust blown about by the winds of destiny? Where did we get the silly idea that religion cannot be morally useful without being in every way intellectually sustainable? From what direction has come the foolish notion that our present civilization could be preserved by soldiers and police?

Too often in accumulating wealth to purchase the fine things that money can buy, we suddenly awaken to the truth that we have lost some of the bigger things that money can't buy. Frequently it is only through affliction that we can lose the wantonness that goes with success. The big red Indian expressed it briefly: "Much belly-ache — heap God! Plenty well—no pray!" There is a certain law of struggle and strife that must always be in action when humans move forward to the great things of life.

Nothing could be more splendid than for our people right now to throw on a becoming cloak of proper humility. In order to do this, it is only necessary to glance back for a moment through the pages of history. Once the valleys of Alaska and the hills of Spitzbergen and Greenland were covered with the same kind of palms and all the luxury of tropical vegetation that now thrive in the land surrounding the equator.

**M**ANY times the climate of the earth has changed from hot to cold. At least twelve times the ice has come down from the north and again retreated. Since the last great retreat of the ice 15,000 years ago, there have been four great climatic changes so serious in character as to cause migrations of entire populations in Europe and Asia. Scandinavia for 3000 years had the mild dry climate of Spain, and then came a sudden change to its present state of snow and cold. Even during the last 2000 years there have been recurring centuries of cold in England that have come as a result of the sinking down of the gulf stream before it circled the shores of the British Isles.

The cause of these changes was a puzzle to us until a few years ago when we found a way to measure the intensity of the sun's radiations. Since 1921 the annual average of solar heat has been considerably below the established normal. Perhaps we are

in for another change in earth temperature. It takes two or three years for a decrease in the intensity of sunshine to be felt throughout the world, for our oceans alone make climates and it takes time to raise or lower the temperature of millions of cubic miles of water. Right now the cold-water areas of the earth are expanding and lands in northerly latitudes are experiencing winters more severe than those of the past two decades.

Two years ago northern Europe had the warmest winter in a century. The Arctic Ocean was prac-



Photo by Ewing Galloway  
THE EDGE OF THE ICE SHEET

tically free of ice for 150 miles north of Spitzbergen. This evidently marked the peak of twenty years of abnormal solar heat. Now the open Arctic water has largely disappeared. The winter of 1925-26 in northern Europe was the coldest since 1740. There is a great flow of ice at present into the Grand Banks of Newfoundland. The winter we have just passed through has been another season of extremely low temperatures and heavy snows in northern latitudes. The waters of

the Pacific are getting colder as was disclosed by the swimmers who entered the recent race across the Catalina Channel off the coast of California. A youngster accustomed to cold Canadian water was the victor chiefly because he was best able to endure the low temperature.

The annular rings of the great Sequoia tree in the Museum of Natural History in New York tells a plain story of recurring periods of drought and cold. It is well worth going to see. Bad weather and world famines are inseparable. In 1816 a weather and crop calamity hit the United States. The coming summer is a cycle anniversary of this earlier year of abnormal temperature variations. We are no better able to protect our crops now then we were 111 years ago. Perhaps history will not repeat itself. Let us hope the forecasters are mistaken. But as in 1816, early mild spells are forcing fruit buds to an untimely advance. Killing frosts have already extended through the peach orchards of Georgia, South Carolina and Ala-

*A freshening  
glimpse into  
what's-new-in-  
the-world, and  
some nutshell  
philosophy of a  
high order, mark  
this monthly  
feature of  
MEDICAL  
ECONOMICS.*



bama. A so-called "year without a summer" does not mean a season of constant or unusual cold, but merely a time of danger from sudden temperature drops and frost in the warm months.

Notwithstanding our marvelous accomplishments we are still in the hands of the gods. We are

(Turn the Page)

not through with difficulties and on all sides are surrounded with huge tasks unfinished. Even the insects of the earth dispute man's sovereignty. Our automobiles and trains are helping to distribute 600,000 types of bugs, and we are discovering new species of insects at the rate of 6000 a year. A few such pests destroy \$45,000,000 worth of wood products annually. We have 120,000,000 rats, and these would soon crowd us out of the country if they should find a way to overcome their high rate of mortality.

**P**ROFESSOR Chambers of the University of Pennsylvania shows that at the usual rate of one litter in four months and six young to a litter, in ten years the offspring of a single pair of rats would, if all survived, number 2,300,000,000,000,000,000, or two and three-tenths quintrillions. The descendants of one female moth can destroy 100 pounds of wool a year—equivalent to the wool produced by 13 sheep. Moths now cost us \$200,000,000 annually.

If the subject of insect pests is too far afield to attract our interest we can turn our atten-

tion to things much more intimate such as the early exhaustion of wood, oil, natural gas and common metals such as copper.

**S**CIENCE conquers an old disease only to find that changed habits have developed new ills that are worse. We put up smoking chimneys to produce wealth only to find that we have shut out the sun's rays that conserve health. Poor vision has become a national ailment, while insanity and suicide increase daily. Our national bonfire costs us \$500,000,000 a year, and transportation jams in New York City alone roll up a bill of nearly a million dollars a day. A large New York taxicab company figures that it would save \$100,000 a year in gasoline if it could save only two minutes on each trip. Six cents a minute is the approximate expense of keeping a motor truck of average size on the streets, whether running or not.

Such truths as here set forth, while not always pleasant reading, generally serve as a splendid antidote for that type of careless ego which prosperity frequently develops.

## HE DIDN'T DELIVER THE GOODS

*Reported by Lawyer Hayward*



**I**F a doctor buys goods to be paid for on delivery, it is generally necessary for the doctor to make a tender of the price and demand delivery of goods, or at least to express his willingness to accept the goods, and pay for them, before suing the seller for damages for non-delivery.

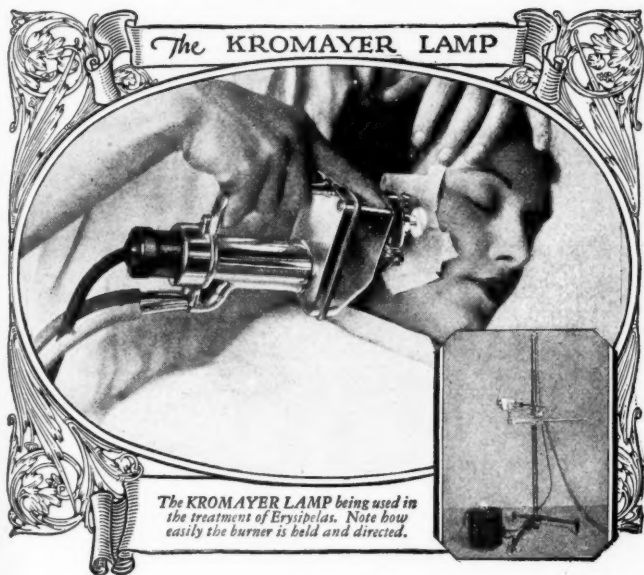
Suppose, however, that after the goods are bought, and before any demand or refusal, the seller writes to the doctor that he has been unable to procure the goods, and that he will not deliver.

"Sue him for damages before

the sun goes down," the doctor tells his lawyer, and the attorney does so—first having collected his fee in advance.

"The suit's premature—you can't sue till you've demanded the goods," the seller argues.

"When you repudiated the sale and announced that you would not supply the goods, that relieved us from the necessity of demanding what you'd already told us you refused to supply," the doctor's lawyer retorts, and the Supreme Court of Indiana has ruled in his favor in the case of *Packers Association vs. Harris*, 85 *Northeastern Reporter*, 375.



*Suggested Technique for Treating Erysipelas: With the Kromayer Lamp administer a second degree erythema with compression. Protect surrounding skin, as shown, so that subsequent treatments do not overlap. Treatments may be given daily.*

THE potent germicidal quality of ultraviolet light is demonstrated by the resultfulness with which it has been employed for treating Erysipelas. Administered in the early stages, ultraviolet is an accepted aid in checking this skin disorder. Traumatic and Phlegmonous Erysipelas especially should be guarded against by the timely and sustained use of quartz light therapy.

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Gentlemen:—Kindly send me the available literature on the application of quartz light therapy to diseases of the skin. ☐ I have ☐ I do not have a HANOVIA catalog. (Please check.)

70

Dr.

STREET

CITY

STATE



Paul A. Wiebe

**A** YOUNG lad, whose acquisitive instinct surpassed his discretion, is caught emerging from a hardware store window with three jackknives, one flashlight, one catcher's mitt, and \$5.42 in assorted change distributed about his person. He is taken to Juvenile Court.

Another young rebel is overtaken by the truant officer after two gallons of gasoline and an enduring temper have been ruined in the search. His fourth offense, say the records.

A third has neither stolen, nor played hookey, a circumstance which is due to pure luck, for he is a boy without a home. Perhaps he belonged to what sometimes passes for a home; perhaps he had what are sometimes flattered by the name of parents; but through the vigilance of some social worker or state officer, he has been happily plucked from an unfit environment.

Here we have the three types of individuals who confront the juvenile courts, the probation officers, the departments of charities, of every state in the Union. They are the ingredients, in part

## The Boy Building Business

By Paul A. Wiebe

Hospital Supervisor, Alabama  
Boys' Industrial School

*Here is one form of charity which can NEVER be abused. To every physician who has lost faith in the cause of "free service", to every citizen, be he doctor or layman, who seeks a niche in which he can build with the clay of human lives—this article is dedicated.*

at least, of our future citizenry.

What happens to them?

Here in Alabama, they come by due process to our Industrial School, where we plunge ourselves into the job of building these boys into citizens, useful citizens.

Any physician who feels that there is not an abundance of compensation in this form of charity has never come in contact with it.

Fifty or so of Birmingham's physicians and dentists know how much compensation there is. Every one of them has the heartfelt gratitude of us who are directing the progress of these boys, and the even greater, if less tangible, gratitude of the potential citizens whom they have treated.

**I**F state legislatures are not over-eager to provide an abundant, or even sufficient, appropriation for the medical care, correction, reconstruction, of the state's young charges, (as legislatures sometimes are not) who'll make up the deficiency?

We have done it in various ways here; we have stretched

(Turn the Page)





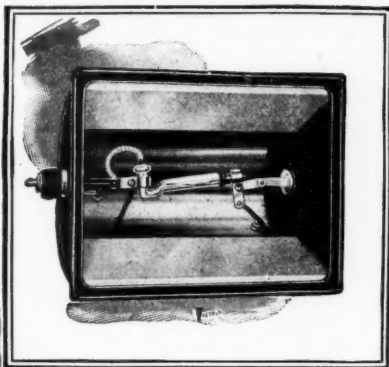
Photo thru courtesy of Northwestern University School of Medicine Physical Therapy Clinic, Chicago.

Systemic ultraviolet irradiation with Air-Cooled Quartz Lamp, for malnutrition.

### Higher Efficiency and Longer Life

The permanent glass seal of the vacuum pumped mercury-arc tube used in Victor Quartz Lamps, and the use of a tungsten anode instead of mercury, permits a greater energy input without danger of overheating, consequently a greater output of ultraviolet rays.

This type of construction involves a considerably greater manufacturing cost, but it is responsible for the long tube life experienced by users of Victor Quartz Lamps. It means economy in the long run.



Showing Interior of Reflecting Hood of Victor Air-Cooled Quartz Lamp.

Note how this design minimizes interference to the reflection of rays.

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### Make Practical the Findings of Research in Ultraviolet Therapy

FOR practical apparatus with which to apply the findings of research in ultraviolet therapy, the medical world has turned to Victor. Here again, as in the X-Ray field, instruments of authoritative design and unquestionable reliability are demanded.

Victor air-cooled and water-cooled quartz lamps were developed in collaboration with the leading exponents of ultraviolet therapy. They enable hospitals and physicians in general practice to apply ultraviolet therapy with ease, simplicity and assurance.

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what the legislature does allow us to its maximum stretching point, and when that did not quite make the distance, our good friends in Birmingham have come to the assistance.

For the benefit of other state schools, and to give physicians between Maine and California a greater insight into an exceptionally worthy cause, a cause that can NOT be abused, I will set forth a few facts.

The Alabama Boys' Industrial School is a State Institution, situated near Birmingham, caring for more than 400 boys between the ages of eight and eighteen years.

Classes are in session throughout the year, every boy being obliged to attend school one-half a day, every day. There are a number of industrial training departments, such as the machine

sical restraints in that there are no walls or fences surrounding its grounds.

Former Governor Kilby required that every department in every state institution render, in its monthly reports, a detailed accounting of all work performed, and at the same time placing a definite monetary value upon such work. For example, if the carpenter shop made a new table for the hospital, the former would place a definite value of perhaps \$3.00 or \$5.00 upon the finished product. This amount then would be credited to the department producing the article and charged against the hospital. In this general accounting scheme the hospital had to take its place also.

The writer, while at first regarding it as impossible to place definite monetary values upon different services rendered boys by or through the hospital department, is today quite happy that such an accounting (although theoretical in nature) was begun six years ago and is still being followed out. It simply means that we can go before our Legislature this year and, in terms of cold monetary figures, show that our hospital during the past six years has rendered services to Alabama boys conservatively estimated at \$52,803,000.

That means that if all of our good professional friends, surgeons, specialists and dentists, who operate upon and attend our boys here, had charged about one half of their usual fees for such services, this school would have been obliged to spend this neat little sum.

The state allows the school only \$20.00 per boy per month, for total maintenance, an amount which is not only utterly insufficient for the ordinary maintenance of boys, but certainly could not afford thousands of dollars for surgical operations and dental services.

*(Turn the Page)*



THE OPERATING ROOM

shop, the manual training shop, printing office, tailor shop, bakery, tin-smithing and shoeshops, as well as the various domestic departments, such as the kitchen, laundry, barber shop, all of which employ their quota of boys.

The school provides for its boys a very marked freedom from phy-



*It's Sharp*

## *The Safe Knife*

**B**ARD-PARKER Knives are readily made aseptic. The handles and blades present a smooth unbroken surface. There are no springs, crevices or hidden surfaces to prevent complete sterilization.

The blades cannot come off while operating. You have eight styles of blades fitting three styles of handles. Twelve new razor sharp blades, for the cost of an ordinary scalpel, eliminate the cost of sharpening.

No. 3 handles—\$1.00 each. No. 5 handles—\$1.50 each. Blades—half dozen per package—\$1.50 per dozen.

*Bard-Parker products sold direct to consumers through authorized agents—located in principal cities of the United States and Canada.*

**BARD-PARKER COMPANY, Inc.**  
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It is because of this fact that so many of Birmingham's surgeons, specialists and dentists are donating their valuable and skilful services to our hospital department. These professional men very graciously appreciate that here is a field where they may do a truly benevolent and beneficial work, yielding inestimable returns in helping dependent boys, boys who may be physically handicapped, to become better fitted and strengthened to take up the battles of life.

There have been performed here during the past six years, 411 operations for the removal of infected or enlarged tonsils and adenoids. Only where specially recommended and indicated is such an operation done and then a special record is kept for a year's period, during which time the boy is weighed and observed regularly. These records have shown that in the great ma-

eration improve the boy's general appearance, but later on, with proper glasses, the vision was improved greatly.

Several orthopedic operations have been performed in our hospital by the best orthopedic surgeons in Birmingham. Boys with deformed feet and arms have been benefited greatly.

About a dozen boys were operated upon for rupture with which they had been afflicted before admission to the school.

Of course there have been a number of emergency major operations for appendicitis, mastoiditis, and so on but most of our surgery concerns itself with conditions existing in boys prior to admission to the school.

Perhaps we may be pardoned for making the statement that out of 668 surgical operations, there has never been a single infection, complication or death.

In getting these operations performed we simply call upon one of our many professional friends in Birmingham. There being a considerable number of volunteers, we keep a complete operation register, and do not overburden any single doctor. Once or twice a year is the most we call any one physician for such services.

It should also be mentioned that although no experiments whatsoever are carried on here, we never submit any boy to an operation unless we have first obtained from the parents a written consent certificate agreeing to the operation.

**I**N the care of our sick boys and in the other work of the hospital we employ boys assigned to duty in this department. We select unusually apt pupils, readily trained and willing to serve, for this work. Three of my former boy assistants were recommended for positions with the Doster Northington Drug Company in Birmingham, where they are do-

(Turn to Page 50)

## Medigram NO. 12

Since the dawn of history, church and state have never been able to mix with any conspicuous success. Wonder if the same principle holds true of state and medicine.

majority such boys have gained remarkably in weight and have otherwise improved. The principal of the scholastic department cooperated in that he took note monthly of any improvement, if any, in such boys' conduct and application to study. Again, in a majority of cases, there was recorded improvement in application to study and in the grade of work.

A number of boys who came here cross-eyed, had their eyes straightened by a specialist. In every case a fine result was obtained and not only did such op-



## The "STORK" SCALE

*Offers Invaluable Co-operation*

One of the most helpful "prescriptions" a physician can give parents is instructions to purchase a "Stork" Baby Scale.

Its presence in a home is a great aid to the doctor. With it, the mother can easily follow his advice in regulating feeding. If he desires, she will be able to telephone him daily the baby's exact weight *to the quarter ounce*, thus keeping him accurately informed of the baby's progress. Being a beam scale, it is always accurate. It gives the precise weight by  $\frac{1}{4}$  ounces up to 36 pounds. A tare poise on the beam allows for the weight of the blanket. The capacious pan, securely fastened to the scale, prevents the baby from falling out; the rigid safety base keeps the scale from tipping over.

Send for price list and description of the "Stork" Baby Scale and also of our Physicians' Scale, Clinic Scale, Portable Scale—ll built to meet the needs of doctors, nurses, hospitals and to conform in every way to the rigid requirements of the medical profession.

**THE CONTINENTAL SCALE WORKS**

Desk 76-E    5703 South Claremont Avenue    Chicago, Ill.



## A Diagnosis is No Stronger Than Its Weakest Link

ONE EVENING LAST FEBRUARY I sat with a little group of five or six in a hotel on the Riviera, watching fragrant wisps rise from our coffee cups. It so happened that two physicians besides myself were present.

A prominent business man from New York picked up the straggling conversation. "With three doctors here," he boomed, "I want to tell a little tale of woe and get your frank opinions on the conduct of my case by a New York specialist"—and he named one of the country's best known consultants.

Some months before, it seems, he had gone to this specialist on the recommendation of a friend. His complaint was a general feeling of "seediness." After a brief talk and the use of the stethoscope, the executive was advised that he had an enlarged heart, was given a prescription and sent on his way, but not rejoicing.

Several visits followed. No improvement. About this time it so happened that the patient was called to another city by business, and during his stay it came to pass that he went to an x-ray man for a picture of the enlarged heart.

The technician said the heart was quite normal in size, a statement angrily refuted by the New York physician, upon the patient's return and report. He was put

*(Turn the Page)*

## A Well Equipped Office is a Sound Investment

**"THE** greatest value of a well-equipped office lies in its effect on the doctor --- psychologically because it increases his confidence, and actually because its greater convenience makes him more efficient."

### *Furniture*

#### **Allison Office Furniture**

W. D. Allison Co.,  
Indianapolis, Ind.

#### **American Metal Furniture**

American Metal Furniture Co.,  
Indianapolis, Ind.

### *Sterilizers*

#### **Castle Sterilizers**

Wilmot Castle Co., Rochester, N. Y.

### *X-Ray Equipment*

#### **Engeln**

Engeln Electric Co.,  
Cleveland, Ohio

#### **Kelley-Koett**

The Kelley-Koett Mfg. Co.,  
Covington, Ky.

#### **Victor**

Victor X-Ray Corp.,  
Chicago, Ill.

#### **Wappler**

Wappler Electric Co.,  
Long Island City, N. Y.

### *Physiotherapy Equipment*

#### **Engeln**

Engeln Electric Co.,  
Cleveland, Ohio

#### **Hanovia Alpine Sun Lamps**

Hanovia Chemical Mfg. Co.,  
Newark, N. J.

#### **McIntosh Diathermy**

McIntosh Electric Co., Chicago, Ill.

#### **Victor**

Victory X-Ray Corp., Chicago, Ill.

#### **Wappler**

Wappler Electric Co.,  
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#### **Sorensen Diagnostic**

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### *Office Scales*

#### **Continental Scales**

Continental Scale Works, Chicago, Ill.

#### **Jacobs Bros. Scales**

Jacobs Bros. Co., Brooklyn, N. Y.

## A Well Equipped Office is a Sound Investment

to bed for several weeks, but not on a diet. Result—no better.

Then, in the divine course of things, the consultant went away for a month. During his absence an elderly general practitioner who had known the patient many years, was called in. His first question was—"What did Dr. So-and-So find your blood pressure to be?"

Dr. So-and-So had never taken it.

"Did he find any albumen in your urine?"

It had never been examined.

**T**HE general practitioner proceeded to discover a blood-pressure of 235; the laboratory reported heavy albumen, with casts, and other concomitants of a nephritis.

The executive went back to bed, followed a strict diet, absorbed a goodly number of tablets, and, as he said, "went through all the jumps! Conditions promptly cleared up.

I tell the story here for what it may be worth. At any rate, this apparently sensible and successful business man had told the tale all over the United States and Europe, and if there is any moral in that, you are free to draw it.

Sitting there in the hotel, we could do nothing more than shake our heads and sip our coffee. But we were not even allowed to do that, in peace. For up spoke another member of our little group, a prominent English barrister.

Some months before, it appeared, he had stooped to pick up something in front of the fire-place in his bedroom, and had stumbled and struck his side against an iron grillwork. His head received a superficial cut. He sent for a well-known Harley Street specialist, who happened to be his nephew.

The medical man went over him rather cursorily, dressed the scalp wound and said he'd be top-hole in a few days. But he wasn't. The nephew decided the feeling was only a reaction from the shock of falling, an opinion corroborated by another Harley Street man, a friend of the nephew.

*(Turn the page)*



## If You Use Hypodermic Needles---

The only thing that has kept you from ordering a dozen "VIM" STAINLESS STEEL Needles is that

- none of your colleagues who do use them have told you how dependable they are.
- you still hesitate to believe that "VIM" Needles stay sharp and never will clog, corrode, nor rust.

Yet, in the hands of thousands of physicians "VIM" needles are saving time, annoyance, and money. They must do as much for you. Put a "VIM" Needle to any test that you wish and it will go beyond your expectations.

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# HAY FEVER

## Its cause, prevention and relief

**I**T is estimated that more than 1,000,000 persons in the United States suffer annually from hay fever. Most cases of hay fever may be traced to pollen from the following sources:

*Timothy: the cause of spring hay fever in the East.*

*Spring Vernal Grass and June Grass: the causes of spring hay fever in the Middle West.*

*Ragweed: the common cause of Autumn hay fever in the Middle West and East.*

Whether bacteria or incompletely eliminated toxins are the cause of hyper-sensitiveness to pollen proteins is as yet not fully determined. Pollen is generally conceded to be the exciting cause of seasonal cases.

Mistol, applied with a Mistol Dropper in the nose, is extensively prescribed by nose and throat specialists to prevent the recurring attacks of hay fever and also to aid in the relief of acute paroxysms resulting from this ailment. Being an oily preparation, Mistol diffuses and spreads itself in a thin film over all parts of the mucous membranes of the nose and throat. It clings tenaciously to mucous membranes and is not easily washed away by the natural secretions. Thus it affords relief in all inflamed and irritated conditions and assists in warding off infection.

Sold in original sealed cartons containing a two-ounce bottle and Mistol Dropper.

# Mistol

REG. U. S. PAT. OFF

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For two weeks he suffered, and then the nephew suggested a little vacation at a golf resort. That exercise afforded no improvement in his condition, so the local country practitioner was summoned. That worthy shook his head, thought some ribs were broken and asked what Friend Nephew's x-ray examination had revealed. But Friend Nephew had disregarded that important diagnostic assistant, as had his medical friend also, so the country practitioner bundled the barrister into his little car and drove twenty miles to a hospital. The x-ray examination revealed three broken ribs.

Possibly there was another side to both of these sad stories. I hope so. But even though it is not possible for us to sit in judgment upon these cases, we can at least absorb one very potent lesson.

It reminds me of what one of my professors used to say, "A case properly diagnosed, is half cured when you commence treatment."

*H Sheridan Baker.*

## When Ordinary Laxatives Fail—

and the practitioner is seeking some new means of relief for the patient who complains that he has "worn out all kinds of physic", Agarol will afford a new experience in the treatment of constipation. From the very first dose it will be evident that it is different from ordinary cathartics or evacuants, both in the manner of its action and in the persistence of its effects. Given as needed for a reasonable period, it exercises the sluggish colon and gradually trains it to the point where it will continue to act regularly, without further aid. When the constipated patient stops using Agarol, he does so because he no longer needs it.

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# The Doctor and His Investments

## Foreign Bonds

By Malcolm Lay Hadden

\$ Explaining why the amount of \$  
\$ American money invested in foreign \$  
\$ securities is today 5 times greater \$  
\$ than in 1913 \$

**D**UE to the high levels which currently prevail for the great majority of American corporation bonds, the interest return afforded by foreign securities generally has had the effect of diverting a surprisingly large part of the surplus capital of American investors into issues of the latter type.

Dr. Max Winkler, of Moody's Investors Service, has called attention to the fact that American foreign investments in the year 1926 totalled \$1,906,705,101, and that our total investments abroad at the end of 1926 had reached the impressive total of more than \$13,000,000,000.

To a nation which, prior to 1913, had a psychological aversion to foreign securities, this reversal of policy is astounding.

The value of American investments in foreign securities in the year 1913 was \$2,625,000,000. Today it runs up to the imposing figure of \$13,252,600,000.

Three factors which undoubtedly played a large part in the development of our overseas investments are:

(1) The new position of America as a creditor nation.

(2) The higher yields obtain-

able on foreign loans as compared with the interest rates on domestic securities.

(3) The improved economic and political stability throughout the world.

Because of the relative attractiveness of foreign obligations from an income standpoint, and also because of the wide interest currently manifested in the securities of foreign governments and corporations by American investors, it would seem timely to consider again the respective merits of various foreign issues and attempt to interpret the reasons why there is such a discrepancy in the yields returned by them.

**T**HE following table indicates roughly the current yields obtainable on standard medium-term issues of foreign governments:

United Kingdom of Great Britain & Ireland	5½s	
1937		4.92%
Government of Switzerland	5½s 1946	5.09%
Kingdom of Sweden	5½s 1954	5.24%
Kingdom of Norway	5½s 1965	5.41%

(Turn the Page)

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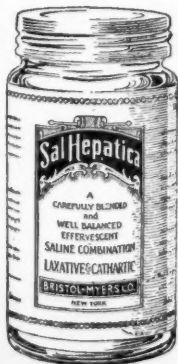
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# Sal Hepatica

Republic of Argentina 6s	
1957 .....	5.96%
German Government 7s 1949	6.36%
Japanese Government 6½s	
1954 .....	6.40%
French Government 7s 1949	6.72%
United States of Brazil 6½s	
1957 .....	7.06%

THE current yields on the foregoing list of representative securities of foreign governments contrast sharply with a present return of approximately 3½% on the various obligations of the United States Government. The unlimited taxing power which protects the principal and interest of the bonds of the United States Government and the inherent aversion of the average American investor to invest his funds abroad naturally accounts for the low yield which is returned by the United States Government securities.

The wide range in yields, however, which is offered by the several government issues tabulated above is interesting because it reflects the relative investment merit which American investors attach to the obligations of different foreign governments.

The obligations of the United Kingdom of Great Britain and Ireland, on the basis of their current income return, are held in highest esteem by American investors. This is due undoubtedly to the closer social and historical connections which have always existed between this country and Great Britain, and also because of the generally recognized financial and industrial strength of the United Kingdom.

Perhaps, however, the factor which plays the most important part of all in attracting the

American investor to the obligations of the United Kingdom is the high sense of honor which is generally attributed to the character of the people of the British Isles. It is felt that, no matter what the circumstances may be, British citizens regard a debt as *something to be paid*.

The bonds of the United States of Brazil return the highest yield of those issues listed in our tabulation and by this criterion it would appear that to the average American investor there is a greater element of uncertainty regarding the investment standing of Brazilian obligations than is true of most North European countries. This is due in part, undoubtedly, to the past record of certain Brazilian issues wherein defaults of interest or sinking fund payments have occurred.

It is generally felt today that the citizens of Brazil, as a whole, have a keen appreciation of the value of sound public credit. As a matter of fact, the large borrowings which this government and its political sub-divisions have been obliged to make in order to provide for necessary public improvements and other enterprises, cause its interest and sinking fund payments to be uncomfortably large in relation to its present capacity to pay. Therefore its obligations have not enjoyed the same standing as those of a number of other foreign nations.

IN the determination of the yield basis on which foreign securities sell in the American

(Turn the Page)

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# Neutralization in Gastric Acidity

**T**HE optimum degree of gastric acidity required for digestion is approximately 0.2%.

It is now known, however, that the gastric juice, as secreted, has a much higher acidity than this (approximately 0.5%).

When the natural factors of neutralization (such as food, saliva, secretion of the pyloric end of the stomach, and regurgitation of duodenal contents through the pylorus) fail to neutralize the gastric content, there is a need for "Phillips' Milk of Magnesia."

Hyperacidity of gastric contents is not so much an indication of overproduction of acids as of *Failure of Neutralization*.

"Phillips' Milk of Magnesia" possesses antacid properties in combating gastric hyperacidity. For this purpose, it is at least three times as powerful as sodium bicarbonate.

In addition, it is palatable and easy to take. Effective even in small dosage.

## **PHILLIPS'** Milk of Magnesia

**CAUTION.** The physician is advised to beware of imitations of "Phillips' Milk of Magnesia." Kindly prescribe in original 4-ounce and 12-ounce bottles, obtainable from druggists everywhere.

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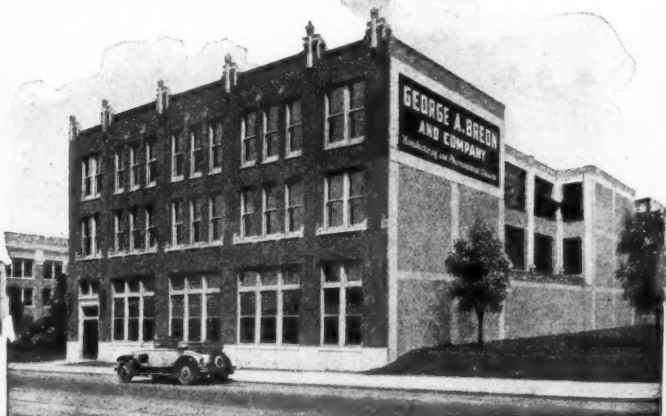
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## Financial Terms Defined

### *Medium Term Bonds—*

**M**EDIUM term bonds are usually defined as those having maturity dates from 10 to 25 years distant; short term issues are those usually regarded as those whose maturity date is under 10 years.

### *Balance of Trade—*

**T**HE difference between the money value of a nation's commodity exports and imports as shown by the custom's reports. It usually applies to a nation's trade with all other nations, although sometimes to the balance of trade with a specified nation, e.g., England. If the annual exports, for example, of the United States are eight billions a year and imports five billions, the difference of three billions is the balance of trade, and is said to be favorable.

**W**HEN imports exceed exports, the balance of trade is unfavorable. When the money sum of commodity exports and imports are not in balance, the difference is paid or remitted in some kind of value. One of the chief mediums used in settling foreign balances is gold, although the purchase of securities, money remittances, payment of ocean freight and insurance charges, and other invisible imports also assist in settling balances with other countries.

market, many factors naturally play their parts. The question of the character of the obligator nation, of course, usually comes first in the minds of most American investors. Other factors which are of a determining nature are the national wealth of the country in which investment is made, government revenues and expenses, and the balance of trade which may or may not be in favor of the borrowing nation.

There is no hard and fast rule which can be laid down to guide the investor. Familiarity either through travel or by association with citizens of a foreign country may prejudice one for or against

the securities of such a government. Perhaps the safest rule of all to follow in connection with investment in foreign government obligations is to diversify one's holdings as widely as possible and to maintain a proper balance between domestic and foreign securities. What constitutes a proper balance between these two different types of securities is difficult to state and depends largely on individual prejudices. In the opinion of the writer it would seem that an investment of approximately 20 per cent of one's funds is a widely diversified list of foreign securities would be a proper balance for the average investor.

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# If You Move to the City

By Harriet Henderson

**J**UST how much readjustment will be called forth by a change from country location to city is a phase which many a rural practitioner has considered (alas) too late.

Readjustment is putting it mildly; metamorphosis should be the word.

If you happen to be planning such a move, prepare to give up some of your ideals. Be ready for disillusionment.

First, you'll miss the plenty of room you had where whole floors were not prohibitively expensive. Soon you'll be open to every space-saving advertisement, welcoming with open arms every salesman who promises to make two cubic feet grow where only one stood before.

If you buy much on the spur of your need, you stand a great risk of being introduced to the auctioneer. For few space-savers, of themselves, really *save* much space, or time, or money.

You can often *plan* your own space, invent your own space-saving system, and attain just as high an efficiency as though you paid somebody else to plan it.

And you will find that the small office gets just as dusty and dirty as the spacious, if not more so. At least the dust is noticed more.

Perhaps you're missing the ministrations of wife or daughter, who kept the office back home spick and span. In the country it was a part of their job, and all the neighbors and all the patients

expected to see the family around the office more or less.

In the city it's different. Spick-ness and spanness in the office

must be encouraged and the family discouraged, for the strange city patient distrusts the absence of one and the presence of the other.

You are a strange doctor to the new patient. He comes solely to see you—not the family. He—she—fears for even a seeming lack of privacy. If the office does not look right

they fear a lack of professionalism and ability in you.

One country doctor who moved his office to a city residence often saw his patients go on past without calling rather than pass the residence, entrance and porch when members of the family or guests were there.

Another country doctor in the city owes his good practice solely to the fact that so many of his former friends and patients are near him, for he keeps his office in that slightly slovenly manner so unattractive to strangers, though it was excused back home.

A way out of many of these difficulties is the professional office building, or at least an office suite that two or more doctors use together, each having one or more individual rooms, with waiting room, cloak room, and so on, in common.

Electric, x-ray, and other ma-  
(Turn the Page)

---

**H**E used to have one of the largest practices in his county. Every one knew him, liked him. Patients called, paid their bills, and lounged on the porch. That was life.

Then he moved to the city. He was the same man, amiable, honest. But somehow his practice failed to grow. He saw patients come to his gate, hesitate, and pass on.

Why?

This article tells the answer.

---

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General View

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chines and equipment can be used jointly. One or two office girls can take care of a large suite, and in some cases also do book-keeping and typing.

Every country doctor may not be able to afford this convenience immediately. But he will go a long way toward reaching a position where he *can* afford it, by remembering that city patients and country patients differ vastly in their attitude toward their physician.

They demand a professional atmosphere. You may have called your patients by their first names back home, but you will

seldom get a chance to do it in the city.

Your efforts to be amiable may be mistaken. Unless you have a remarkable personality, it is better to be on the safe side and remain slightly aloof.

You may even have to "high-hat" a little.

It is all part of the city game. You may like it and you may not. But be prepared for readjustment, both mental and material.

If your heart is in it, you will make a go of it. Otherwise, you may just as well remain in the country, and be the amiable "Doc".

## A GEORGIA FRAUD

Reported by Lawyer Hayward



**T**HE general manager of a Georgia Compress Company had issued warehouse receipts for nearly 4,000 bales of cotton at a time when the party to whom the receipts were issued did not have a single bale of cotton stored with the Compress Company, nor elsewhere.

The holder of these fraudulent receipts got credit from a local physician on the strength thereof, and assigned the warehouse receipts to the physician as security for his amount.

The physician naturally demanded the cotton from the Compress Company; the Company refused to acknowledge any liability, on the ground that the receipts had been issued by the general manager without the knowledge of any officer, director

or stockholder of the Company.

"As a creditor, I'll file a petition to put you into bankruptcy," the physician threatened.

"You can't do that, for you're not a creditor," the Compress Company retorted.

"I certainly am a creditor, when I advanced money on the strength of warehouse receipts given by your duly authorized agent," the physician contended.

"Your claims, based on warehouse receipts fraudulently issued, are not available in bankruptcy," the Compress Company persisted, and the Circuit Court of Appeals, in the case referred to, ruled in its favor, on the ground that issuing the fraudulent warehouse receipts was not within the general scope of the manager's authority. So the physician lost out.

**THE COMMON COLD** loses its dangers by the systematic use of

# Guia tonic

Trial quantity free upon request.

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Indicated in all depressed or debilitated conditions.

## Eight Economic Questions on Group Practice

(Continued from Page 5)

Wisconsin leads all the states, with a total of 43 medical groups. There may be more than that number, but that was all that could be discovered at the time the questionnaire was sent out.

Texas follows with 31 groups;

### 1—ORIGIN

**D**ID your group develop from the practice of one member?

Thirty-three replied yes; and 33 replied no. The remaining nine qualified their answer by stating that they had developed from the practices of two or more members having a general practice.

*Was it a pooling of non-competing specialties practices?*

Only ten replied in the affirmative. The specialties most often represented in this pooling process were surgery, internal medicine, and eye, ear, nose, and throat. A few instances of gynecologist, proctologist, pediatrician, urologist and dermatologist were noted.

*Did your group develop from an informal arrangement, or was it a legal partnership from the beginning?*

Here again the proportion is just about half and half; 30 replied informal, and 33 replying legal.

*Was a capital investment required by each member?*

In all but 31 cases the reply was yes. Three groups had required, as the only investment, the pooling of each member's equipment.

In twenty groups each member contributed an equal part of the amount needed for capitalization;

## Medigram NO. 14

There's one thing about a clinic; it can't blush when it presents the bill.

Indiana with 26; Ohio with 22; and Missouri with 19.

California is led out of the picture with only 9; New York with only 4; and Florida with only 1!

This gives a general view of the distribution. There are in the whole United States only about 268 medical groups, so far as MEDICAL ECONOMICS could discover. It is probable that there are more than that, but not many more.

Like most statistics, the results of this questionnaire can not be applied with any great precision; they are merely a guide, an indication of what has been done, not what should be done.

Here are the eight questions, and the tabulated replies:

## THIALION

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THE MOST EFFICIENT ANT-ACID

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Literature and Sample Bottle to Physicians on Request

THE VASS CHEMICAL CO.  
DANBURY, CONN.

and in the remainder the proportion depended upon the share which the member would receive of the net profits.

#### 2—EARNINGS AND EXPENSES

**A**RE all earnings and expenses pooled before assigning profits?

Fifty-three replied in the affirmative.

If so, how are net profits apportioned?

Forty-eight divided profits equally. The others based the share upon experience, ability, age, or upon the individual earnings of the member.

If not, how are expenses apportioned?

Thirteen determined this by the percentage of the original investment, which is practically the same thing as a stock assessment.

The remaining 3 of the 75 pay the members by salary and meet expenses out of the clinic's treasury.

#### 3—RENDERING BILLS

**A**RE bills rendered to patients by group or by individual?

Sixty replied that they were rendered by group.

If by group, are bills itemized as to group?

Thirty-three replied no; 10 replied yes; and 3 said "if wished."

#### 4—EQUIPMENT

**W**HAT is the extent of your offices?

The replies to this query range from 3 rooms to 2 buildings. The usual arrangement is a room for each doctor, a reception room and a business office.

Thirty-one had x-ray equipment; 32 had a laboratory, and 23 had physio-therapy apparatus.

### Medigram NO. 15

That patient whose voice is heard telling everybody that his case was studied by twelve doctors has just spent the sum of \$15 for a clinical examination.

Twenty-six had a building of their own.

#### 5—PERSONNEL

**A**RE any physicians employed by the group as assistants?

Twenty-three replied yes. These assistants were classified as: technicians, x-ray men, laboratory assistants, and probational members.

What lay employees do you find necessary?

The replies included bookkeeping  
(Turn to Page 44)

## INTRAMUSCULAR IN SEVERE INFECTIONS

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Therapy



Discriminating medical men have found Burnham's Soluble Iodine enables them to rapidly raise the phagocytic power by providing the cytoplasm of the white blood cells with maximum amount of free, uncombined Iodine. Exceptional results obtained in grave, and often seemingly hopeless cases. It increases and reinforces the defensive antitoxic and eliminative functions. Can be given full strength 30 to 60 min. every two hours until temperature recedes.

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[Supply your own kick]



**A** CONTEMPORARY journal is seeking contributions for a symposium on headaches. Of course the symposium will include income tax returns, Federal narcotic laws, and a number of other such choice headaches.

\* \* \*

*Our prescription for one darned good headache is to start now and pick out next December's Christmas presents.*

\* \* \*

Headaches would not seem to be contagious, but many a doctor has caught a first-class one trying to find the cause of a patient's.

\* \* \*

*How are your collections?*

\* \* \*

**R**—Take account before and after visits and keep your bills moving daily.

**E**VER have Knee Jerks in your practice? Letters, remarks, or incidents that are too good to keep? Newspaper boners, medical howlers, choice bits of humor? Pass them along to this column!

\* \* \*

A man in Illinois was kept going on artificial respiration for 108 hours and a chap in Virginia had the same treatment for more than a week. If this thing keeps on, some people are going to decide that it's too much work to breathe.

*Then, to qualify as a male nurse, a man will have to be an experienced life guard.*

\* \* \*

Speaking of laziness, a prominent tooth-paste is being advertised as a product "for lazy people." Wonder how long it will be before someone advertises talcum powder "for men too lazy to shave", and cold cream "for flappers too lazy to wash their neck".

\* \* \*

Don't forget to send in your contributions to Knee Jerks!

**T**HIS story has recently been going the rounds of the surgical instrument trade:

It seems that a certain Edinburgh physician was imparting to his son various bits of wisdom picked up during 40 years of practice.

Tapping the son's fresh medical diploma, he enjoined him soberly to have the office swept twice a day, to keep his instruments lined up neatly, to watch out for dead-beats, and to attend personally to the dusting of the skeleton dangling in the corner.

Finally he came to the patient whose ills are more imaginary than real. In such cases, he instructed his son, one should ask many questions, shake one's head gravely, fill a bottle with bad tasting medicine and give lengthy directions for its use. In con-

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PHYSICIANS' LETTERHEADS

BILL HEADS

PRESCRIPTION BLANKS

PILL DISPENSING BOXES

DRUG ENVELOPES



clusion, the old doctor said, the patient should be told to fill the same bottle, when empty, with a sample of urine and return it.

"But why," asked the son, "Get the sample of ur-r-rine, when ye know f'r sure he's no sick?"

"Boy ! Boy! Dinna ye want y'r bottle 'back again?!"

\* \* \*

In old age there is a vast difference between being held down by the bonds of semi-poverty and being supported by some good railroad bonds.

\* \* \*

MAY is moving time. If five families in every community throughout the United States move to some other community, owing \$5 each in doctor's bills, we have it figured that the medical profession will lose \$458,-627,915.42 before the next issue of MEDICAL ECONOMICS reaches your desk!

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**Katherine L. Storm, M.D.**  
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# FINANCIAL DEPARTMENT



A monthly review for the guidance of physician-investors

**S**TATISTICS of business activity for the month of March have been of such nature as to strengthen the convictions of those who believe that the factors making for good business are still moving forward.

Late in 1926 business activity declined somewhat, causing considerable questioning among business men as to whether the long expected termination of prosperity were not at hand. Since the beginning of the new year, however, business has been slowly but steadily improving, until now it is pretty clear that the recovery is genuine.

Weather conditions during March have been of a favorable nature, which undoubtedly has been a factor in the better feeling prevailing in business circles, and has been particularly stimulating to the automobile and tire industry. Sales of motor cars have been assisted by the warm weather, and tire manufacturers have been running on heavy schedules to fill the demand from dealers.

Other activities due to gain from a continuation of mild weather are oil consumption, retail buying, building and seasonal agricultural work, all of which a year ago were handicapped by the long cold spring.

Industrial production, though heavy in individual lines such as

iron and steel and tires has not been generally up to the levels of 1926. Output, however, has shown a good increase since the

first of the year and is in good volume as measured by the totals of most previous years. Retail trade, measured by department store and chain store sales, is showing a fair gain over a year ago, and promises to be better with a continuance of

good weather conditions.

Under the stimulus of the constructive features of Secretary Mellon's plans for the readjustment of treasury finances the bond market during the past six weeks was unusually active at steadily advancing prices. Although new issues are still being offered investors in record volume, their ready absorption is giving the market the appearance of continued scarcity.

Prosperous conditions for several years have created a seemingly limitless volume of funds over and above the regular needs of business. For the first time in many years, Atchison Topeka and Santa Fe Railway General 4s, the premier railway investment, sold during the month to yield less than 4.20 per cent. The striking improvement in high grade rail issues generally during recent weeks, while due in part to steadily improving railway credit, is also a reflection of

"I DO THEE WED"



*A closer union between the \$-sign and the ?-mark would save many a broken bank-book. The Financial Editor will give an impartial answer to any inquiry on investments (except, of course, purely speculative issues.)*

the current movement away from lower-yield Government obligations.

### Financial Questions and Answers

#### High Yield and Appreciation

**Q** \$8000 available for investment at this time but due to the high levels which currently prevail for practically all types of securities I am rather reluctant to make a commitment. Under the circumstances I am writing you for advice. The thought struck me that it might be possible to purchase about 50 per cent of common stocks and 50 per cent of high grade preferred stocks and obtain an average yield of about 5.5% with possibilities of appreciation. Of course I realize the dangers of buying common stocks at this time but thought perhaps you might be able to suggest one or two common

*(Turn the Page)*

## PHYSICIANS are prescribing

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stocks which have not participated in the general rise of security prices.

K.T.

**A**NSWER: It would seem to be quite practical to make an investment in about four different stocks as you suggest. Approximately \$2000 could be invested in each of the following issues, and for your information we quote current prices and dividend rates. Columbia Gas & Electric Corporation 6% preferred selling currently at about 107 to yield about 5.6%; Public Service Electric and Gas Co. 6% preferred selling currently at about 105½ to yield about 5.7%; Standard Oil Co. of New York capital stock selling currently at about 3% (paying annual dividends at the rate of \$1.60 per share) to yield about 5.20%; Standard Oil Co. of New Jersey common stock selling currently at about 36½ (paying annual dividends at the rate of \$1.50 per share) to yield about 4.25%.

Under present market conditions there is apt to be little fluctuation in the market price for the two preferred shares suggested and at their present prices their income return is attractive for the quality of the issues.

The income return on the two Standard Oil Company stocks is of course low but due to the fact that both of these issues are selling at relatively low levels compared with their prices of recent years it is quite possible that if held for the long pull that you would see them selling at substantially higher levels at some later date. While it is true that conditions in the oil industry are not at all favorable at this time, nevertheless it is felt by most investment experts that the present selling prices of the stocks of

the Standard Oil Companies of New York and New Jersey have in large measure discounted the bad news.

The management of both of the companies referred to are highly conservative and also highly regarded and there seems to be little reason to assume that the present rate of dividend payments cannot be maintained. If conditions improve in the oil industry these two companies are in excellent position to participate in the improvement. We feel that the above suggestion is a conservative one and if you are willing to be patient we think that you will ultimately be repaid in making such an investment.



#### CURRENT LITERATURE FOR INVESTORS

**The Science of City Mortgage Lending:** For those who are already initiated into the wisdom of saving, here are some of the finer points ably discussed. Write the Lawyer Mortgage Company, 56 Nassau St., New York.

\* \* \*

**World Economic Chart:** If we were permitted to do so, we would have one of these charts shipped to every reader of MEDICAL ECONOMICS, and that ought to be your hint. It can be had through the courtesy of Redmond & Co., 31 Pine St., New York.

\* \* \*

**Guaranty Service:** A 96-page booklet giving the inside story of a big banking house. Write the Guaranty Trust Company, 140 Broadway, New York.

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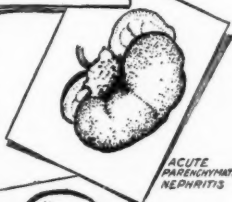
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## "Life is Just One Kidney Complication After Another"

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TUBERCULAR KIDNEY

CHRONIC INTERSTITIAL  
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The physician can, however, approach these cases with optimism, for Nephritin is helping solve the mysteries of renal therapy.

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serves extremely well in acute and chronic nephritis, uremia, albuminuria of pregnancy, eclampsia, and in other conditions in which there may be loss of kidney function.

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# New Shapes in the Sky

## A Series on Medical Arts Buildings

### VII

Portland, Ore.

By Norris Davis

**I**T was three years ago that Dr. Andrew C. Smith, of Portland, Oregon, made the need of a medical arts building for that city a real issue before the medical society.

He found that his fellow physicians and surgeons were as one in feeling that not only were rents for offices to men of the medical and dental professions too high, but that these offices

were so scattered, so inadequately and inconveniently arranged, that they were a distinct handicap to efficient service.

A joint meeting of the dental and medical societies followed, and it was then that Dr. C. J. Smith and J. Tamesie (for the doctors) and Drs. F. H. Walgamot and Millard Holbrook (for the dentists), with Dr. Andrew C. Smith as Chairman, were ap-



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pointed as a committee to go into the matter of suitable location, and financing and erecting a medical arts building.

The committee selected a suitable lot; a company was incorporated for \$400,000.00, with Dr. A. C. Smith as President. Stock was sold to doctors and dentists, and when \$275,000.00 had been subscribed, a loan of \$600,000.00 was negotiated.

**T**HE entire cost of the half-lot on which the building stands and of the Medical Arts Building itself, represent a total expenditure of \$1,100,000.00. An additional loan was made necessary when the building neared completion, because of the changes and additions requested by clinics or individuals needing particular arrangements to meet their special needs.

Except for these changes, the plan of L. L. Dougan, architect, was followed, with the result that Portland's Medical Arts Building is not only one of the handsomest structures on the coast, but ranks as one of the finest of its type in the country.

Preparations are already being made for the addition of a wing, room for which is available on the south center of the building.

The income each year, after expenses are deducted, will be sufficient to make the project a safe investment for the stockholders, and because of the sinking fund which has been created, the financial status of Portland's Medical Arts Building is firm.

Besides the medical and dental offices, modernly equipped, there are X-ray quarters, a public minor surgery, and independent bacteriological laboratories. There

is a garage for tenants and patients. The Doctors' Exchange and Nurses' Registry, whereby one's physician may be reached at any time, or emergencies expertly handled, are conveniently located near the surgery.

On the ground floor is a well-appointed pharmacy, gift shops, tea rooms, restaurant, barber shop and tailoring establishment, serving the needs of public and tenants.

The building is located in the heart of the downtown district, yet far enough removed to one side so that it is out of the heavy traffic area. The extra parking space and the garage belonging to the building are decided assets.

Work is now under way for another new "shape in the sky" in Portland, which will be called the Medical Science Building. It is understood that this building will contain a library and club-room, with ample space for meetings of the local medical and dental societies.

**A** NUMBER of modern services will be included, with personal page boys, dictaphones, Turkish bath, and so on.

The architect is L. L. Dougan. In the basement will be lockers for tenants who play golf, and a parking garage will adjoin the building.

Complete stories on the remarkable Doctors' Exchange and Nurses' Registry mentioned in the foregoing article, and Portland's new Medical Science Building will appear in early issues of MEDICAL ECONOMICS.

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## Eight Economic Questions on Group Practice

(Continued from Page 33)

ers, clerks, nurses, stenographers, telephone operators, collectors, chauffeurs, maids, secretaries, and janitors.

### 6—TERRITORY

**H**OW large a territory do you serve?

The average of the replies was 263,000.

Twenty-six groups were in residential sections; 28 in industrial; 44 in agricultural; and 2 in metropolitan. Some of the groups served both industrial and residential sections, which accounts for the duplication.

Some of the individual replies to the questionnaire contained suggestions of great value to the physician who considers joining a group.

One group replied thus: "All members are ex-service men of the World War. We have an E.E.N.T., an internist, urologist, and a surgeon. All the others were, in the beginning, general practitioners.

"We made it a legal partnership from the start. Each member was assessed a small amount, just enough to cover expenses for the first month. This we were able to pay back by the end of the first year.

"After all bills are paid, and a sinking fund set aside, the remainder is considered net profit, and is distributed on a percent-

age basis. This is done the 5th of each month.

"We have about \$40,000 invested in equipment. Fifty per cent of this is represented by our offices; 25% by our laboratory; 20% by our x-ray apparatus; and 5% by our physio-therapy apparatus.

"We rent a building of 21 rooms. Our employees are an anaesthetist and an assistant internist (both M.D.'s), 3 laboratory technicians, radiologist, nurse, a book-keeper and assistant, and 3 other girls."

The territory served by this group is a city of 70,000 population in the West, with a surrounding sparsely settled region of about 20,000 more.

Another unusual reply was this:

"Our clinic is composed of three brothers, and was planned before any of us began our medical school training. Our careers were thus planned beforehand and appropriate training was taken for each brother's special work.

"Our practice is limited to diagnosis and surgery. The first brother does general surgery and gynecology; the second general surgery and urology; and the third laboratory work, x-ray, and anaesthesia.

"The educational expenses of  
(Turn the Page)

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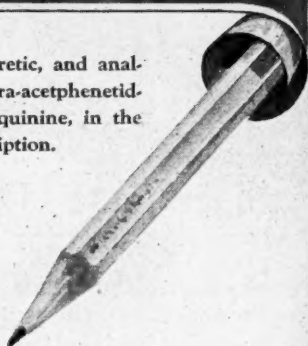
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each member was assumed by the group. The senior member, whose training was very prolonged and consequently expensive, is reimbursing the group for this extra expense by drawing only the regular one-third of net profits.

One group of four men confined its practice exclusively to eye, ear, nose and throat work. Its organization is described in this way:

"After two years we decided to build our own place, next to a large professional building so that consultation could be easily made. Our group composes four specialists, each one having been trained for a special field in our work.

"Thus each man has a field to himself, in which he can become prominent; he has the responsibility in that field and is in charge of all operations under his specialty.

"Patients are examined by any member and then referred to the

proper specialist. This seems to me to be the only way a group of highly trained men can be kept together. Each man must have one thing upon which he is an authority."

Undoubtedly much of the information revealed in this general picture of medical groups needs a generous admixture of business imagination and executive ability before it can be put to any practical use. To the scrutiny of those whose interest lies along these lines, however, there may be some valuable suggestions.

In any case, MEDICAL ECONOMICS will always be glad to hear from individual groups, with as many helpful details of business management and organization as they may care to submit. Perhaps in this way, a standard, workable, and profitable method of medical group management can eventually be worked out.

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And with Gyneen there is no possibility of burning, scarring or toughening sensitive internal membranes—yet it is as effective as the strongest antiseptics.

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Get the sample bottle. It is entirely free. Know for yourself the preparation, created after months of laboratory research, in answer to the requests of physicians to us as makers of the famous Marvel Whirling Spray.

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Please send me FREE your standard size bottle of GYNEEN.

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# How Are Collections?

By Ruth Blackwood

I WAS sitting in the reception room of my doctor's office. I had pored over magazines and more magazines until I was weary. Finally I sauntered over to the office girl, who was busy at the typewriter.

"Getting out bills?" I inquired idly.

The office girl (who was new to me) laughed, and replied, "That's about all I do lately."

"Well, that's not a bad job if you get results," I philosophized.

She didn't answer, so I continued, "Don't the majority of the Doctor's patients pay promptly?" Still she hesitated, and I added quickly, "I'm an old friend of the Doctor's; he won't mind what you tell me."

"Our greatest trouble," admitted the office girl, "is trying to persuade a patient to pay his bill promptly, without losing his good will."

Just then the door opened, and a young lady came out of the inner office. She stepped over to the office girl's desk, opened her purse, and said, "Shall I pay now?"

"Oh, that isn't necessary," replied the office girl, to my astonishment, "We'll mail you a statement the first."

"Thank you," said the young lady, closing her purse and departing.

A few moments later I was admitted to the Doctor's office.

"Busy as usual, I suppose," was my greeting.

"Busy night and day," replied the Doctor, picking up a tongue depressor.

"Making lots of money?" I asked.

"I've got ten thousand dollars in outstanding accounts on my books," he sighed, peering in my throat.

"How are collections?"—when I had finished a-ahing for him.

"Collections are just like they always are—terrible, simply terrible!"

"Well," I said, practicing a swallow,

low, "you have only yourself to blame."

"Wha-at?" he exclaimed.

"Why don't you conduct your practice in a business-like manner?" Before he had time to reply, I went on to tell him about the young lady who had just left the outer office. "She was all ready to pay her bill," I said, "but your office girl was so afraid of offending a patient that she refused the money."

THE Doctor laughed and said, "Well, you see, we're rather up against it. If we insist on the bills being paid promptly, we're liable to lose our patients."

"So you keep your patients, but lose out on the bills."

"Well," he challenged me, "have you any suggestions to make? How would you handle the situation?"

"Like Dr. C—— does," I answered, naming a well-known nose and throat specialist

(Turn the Page)

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*To most physicians, the suggestions in this article constitute an old story.*

*However, it is a story that will stand reviewing now and then to good purpose.*

*It may not be exactly necessary to "move the desk close to the door", but even that is better than running the bank account close to low water.*

---

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Today every progressive physician is familiar with the successful application of artificial sunlight in the treatment of many human ills. Physiotherapy apparatus is now a valuable adjunct to the equipment of every up-to-date physician.

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**ADAPTERS:** easily and comfortably inserted make treatments possible in any orifice of the body.

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It is non-toxic and non-irritating.

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Who fill out and return the attached card, a ball type syringe, the correct type syringe for accurate and safe injections, will be sent together with Literature, Clinical Data, and details of our "Special Test Offer."

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here

- ☐ Kindly send me without charge a ball-type syringe with Literature and Clinical Data on NEO-REARGON.
- ☐ Kindly send me Literature, Price and Terms on the NON-BURNING ULTRA SUN LAMP.

.....M. D.



Tell me about it," said the Doctor, interested at last.

This is what I told him:

When I first went in Dr. —'s office, the first person I met was his secretary. She wasn't sitting in the middle of the room, or over in a corner, but was at a table near the door.

As I entered she looked up at me with a friendly smile, and said, "You want to see Dr. —?"

"Yes," I told her.

"Did you have an appointment?"

"No."

"Won't you be seated?"

I sat down on a chair near her desk; she picked up a white card, dipped her pen in ink, and asked me: "What is the name? The address? Are you employed?"—and so on.

When she finished writing all this down, she began to quiz me about my throat trouble.

"From what you tell me," she said finally, "I rather imagine your tonsils should be removed. However, Dr. C—— will be through shortly and we'll see what he says."

And then in a business-like manner she continued, "We do

not charge for the examination. If your tonsils have to be removed it will cost \$——, which of course includes hospital bills and as many treatments as you may need afterwards. I am just explaining this," she said, "so there won't be any misunderstanding about the bill. We expect our patients to take care of the bills promptly, the first of each month. But if that is not convenient we will gladly extend the time, if you tell us when you will be able to take care of the bill. Dr. C—— is through now," she smiled and bowed her head towards the inner room. "Just walk right in."

"AND that," I said to the Doctor as I finished the story, "is the method Dr. C—— uses in collecting bills. Why don't you try it out in your office?"

"I will," he answered earnestly. "Thanks for the tip."

"And don't forget," I called back as I went out, "move the desk close to the door."

Three months later, so I heard, he bought a new mahogany desk, part of an entire new set of furnishings. Now I wonder?

# RADON

## PLATINUM SEEDS

### RADIUM THERAPY FOR EVERY PHYSICIAN AT MODERATE COST

We supply Radon on short notice—It's just like owning your own radium—without encumbrances or limitations.

When desired we suggest methods of treatment, recommend dosage and type of radiation indicated—all the information you need to scientifically and satisfactorily treat your own cases.

Send us the histories of your intractable cases for complete analysis by our Medical Personnel—No obligation.

Interesting and instructive literature sent on request.

THE

## RADIUM EMANATION

CORP.

New York City Telephone—Lexington 6455  
Graybar Building at Grand Central Terminal,

A lack of secretion in the intestines is one of the principal causes of chronic constipation.

## PRUNOIDS

given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each) Cascara Sagrada, DeEmetinized Ipecac and Prunes.

\* \* \* \* \*

When the heart has been weakened from prolonged overwork and strain,

## CACTINA PILLETS

A Preparation of the Mexican Night Blooming Cereus

may be safely and effectively prescribed.

Thus employed, Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

Samples to Physicians Only

.....  
We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(..) Prunoids.

(..) Cactina Pillels.

**Sultan Drug Company**  
St. Louis, Mo.

## The Boy Building Business

(Continued from Page 14)

ing well and are being steadily advanced.

Our hospital boy assistants learn how to wait upon patients, how to make dressings, and so on. They also become very proficient as assistants during operations.

We are earnestly hoping for great things from our present governor, Colonel Bibb Graves, and the Legislature now in session. It is our ardent wish that an increased maintenance appropriation be provided for this school's needs, as well as some fireproof buildings for the safer housing of its boys.

A 25 or 30 bed fireproof hospital building is a real need and we feel that our work in this department in the past, coupled with the wonderful professional cooperation which we enjoy should gain us the favorable consideration of Our Legislature.

The physicians who give so generously of their services, our Legislature, our State Executive, and all of us here on the firing line—we are all in the boy building business.

But we really are not building boys. We are building, or helping to build, the future citizenry of Alabama.

To a physician who has lost some of his faith in charity, in the giving of free service, there is something about this "boy-building business" to restore his faith, his veins, to normal.

Those Birmingham physicians who have treated our boys are sure of one thing at least—and that is the fact that not only is their charity not abused, not wasted, not lost upon a faintly appreciative world, but is set down in cold figures, representing, so to speak, just so many bricks in this citizenry structure we are building. Cold figures, did I say? They are warm figures, warm with humanity.

PHARMACEUTICAL  
PERFECTION

**LAVORIS**  
TRADE MARK

THERAPEUTIC  
VALUE

**PRESENTED ON ITS MERITS**

A TREATMENT FOR INFLAMED OR  
CATARRHAL CONDITIONS OF  
THE MUCOUS SURFACES

A SUPPLY FOR EXAMINATION AND TRIAL  
WILL BE SENT ON REQUEST

**LAVORIS CHEMICAL COMPANY**  
MINNEAPOLIS MINNESOTA

## AVOID UNNECESSARY PAIN!

LANCING a boil is no longer considered sound practice. The experiments of Dr. Raymond Grégoire and Albert Frouin of the Pasteur Institute, in Paris, have proved that tin is the great enemy of the staphylococcus and the best remedy for boils.

# R<sub>y</sub> STANNOXYL

**For BOILS, STYES, CARBUNCLES, ACNE  
and all STAPHYLOCOCCUS INFECTIONS**

Advertised only to physicians. Obtainable at all leading pharmacies.  
May we send you a sample?

1270 BROADWAY

THE ANGLO-FRENCH DRUG CO.

NEW YORK CITY

# How to Get Sick

Being a Speech Before the Rotary Club of Rutherford, N. J.

By Howard M. Cooper, M.D.

**W**HY should we physicians talk forever of remedies? Why, I ask you? What is there in the story of "how to get well" — beyond a lot of dull talk about pills, and medicines, and operations, and diets, and cures, or non-cures?

That's an old story, all of it! There's a lot more fun in talking about "how to get sick". There is drama in that story. It beats auto-racing, balloon ascensions, Swiss mountain climbing, shooting the rapids, and all the old hokum.

Try running for a train, just as an example, when you're way off form. Then listen to the thrilling beat of your heart; listen even more carefully and you may be able to hear the flapping of the angel's wings. Sometimes you can even feel the River Jordan lapping at your feet.

Wear a tight hat, or wash your hair too often, and see how long it takes to get bald. Squeeze pimples and black heads about the face and nose and see how fast you can multiply them.

Pull hairs out of the nose and you open one of the best avenues for infection and bacteria to enter that I know of. It's really exciting. You may get an abscess, boil, erysipelas or worst of all, septic poisoning. I recently treated one of our townsmen for

this condition and after I had cleaned out some eight openings in an abscess in and outside of the nose, he got well.

Neglect your teeth. Little cavities soon grow to big ones. If you just forget to keep them clean, you can have pyorrhoea and halitosis like the Listerine advertisements and you'll not have to wait that hundred years for your teeth to fall out. Infected teeth and gums have produced the finest kind of rheumatism, neuralgia, blindness, antrum trouble, and gen-

eral sepsis. I have under treatment a bad heart as the result of neglected teeth.

Do not worry about a fullness in the ears because most likely it is only hard wax against the drum. If it stays long enough the hearing will be so impaired that the saxophone player next door won't be able to bother you. Some pick this wax out with tooth picks, goose quills, or long hair pins, which is quite a game if you use both hands.

I wouldn't worry about a little pain about the ears either. A physician could tell you at once the trouble and the remedy but that would spoil the fun. Plenty of people put turpentine or oil of any kind, just so long as it is hot, in the ears. If there is an abscess, let it burst. Folks suffer

(Turn the Page)

---

**S**UPPOSE you were asked to speak before a group of intelligent laymen tomorrow. What would you talk about? Would your subject be "How to Get Well?"

*A New Jersey physician had to ask himself this question the other day. He decided to be different. The result is published here.*

*The Rotary Club to which this talk was given declared it one of the best they had ever received.*

---

## In That Basic Therapeutic Principle-

of treating the patient rather than the disease—lies the secret of prompt recovery from many persistent coughs and colds that would otherwise hang on indefinitely. And to achieve this end—to "build up" the patient most effectually—to raise his vitality and resistive powers to the highest in the shortest time.

## Gray's Glycerine Tonic Comp.

(Formula Dr. John P. Gray)

has proven itself of the greatest value. When a patient's nutrition improves and his weight increases, his cough usually subsides and disappears.

### CONSTITUENTS

Glycerine  
Sherry Wine  
Gentian  
Taraxacum  
Phosphoric Acid  
Carminatives

Our new brochure "Notifiable Diseases" contains a wealth of latest data on the contagious ills. A copy will be sent free to any physician on request. Also a sample of Gray's Tonic.

### INDICATIONS

Auto-Intoxication  
Atonic Indigestion  
Anemia  
Catarrhal Conditions  
Malnutrition  
Nervous Ailments  
General Debility

## THE PURDUE FREDERICK CO.

135 CHRISTOPHER STREET, NEW YORK

## WHEN THEY ASK YOU

"What shall I eat?" The answer frequently very well can be Shredded Wheat.

As a doctor you know the nutritive value of Nature's own food, the whole wheat grain.

# Shredded Wheat

contains every element of the whole wheat in original form, made 100% digestible and palatable by steam cooking, shredding and baking. For 35 years many physicians have prescribed it to the satisfaction and benefit of patients who require light nourishing rations.

Let us show you how good Shredded Wheat really is. Write in for literature and a free sample to

THE SHREDDED WHEAT COMPANY  
Niagara Falls, N. Y.



When hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

Among the several agents recommended

## CHIONIA

A Preparation of Chionanthus Virginica

has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

\* \* \* \*

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts.

The bromide treatment gives better therapeutic results through the use of

## PEACOCK'S BROMIDES

than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

.....  
We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(..) Chionia.

(..) Peacock's Bromides.

**Peacock Chemical Co.**  
St. Louis, Mo.

sometimes three or four days before this happens. Chronic suppurative otitis media, or chronic discharging ears are not at all uncommon and can run a lifetime. The hearing is of course very considerably diminished or destroyed and the odor is second only to the decay of flesh. Abscesses of the brain, tumors and death are rare, so don't worry at all.

Don't bother about the eyes. If you do not see well go to Woolworth's and get a pair of glasses. If they don't happen to fit, get another pair.

If you get a foreign body in the eye, take a crack at it with a match, a tooth pick, or a dirty handkerchief, and after it is nicely infected increase the irritation with frequent irrigation of strong boric acid. If you get a sty, keep wiping it with that same handkerchief and spread the infection along the lids so it can enter each hair follicle and give you a nice crop of abscesses. It is great sport.

Do not bother about swollen glands below the ear or under the chin. Just rub them. Above all things don't investigate the cause. What's two or three glands swollen when you could have any number on each side of the neck. Only a few really do break down and develop an abscess. Few are tubercular and death is rare.

Just because you get short of breath with a little exercise, never think it a fatty heart, or overweight, or high blood pressure, or goitre. Anybody may get a little tired. Your heart may slip a beat now and then, and gallop too, but if you can stand it, don't bother about it.

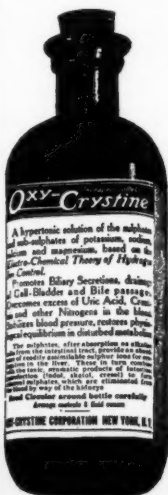
Are you putting on weight? You enjoy your food, don't you? That's right: you only live once! Never mind what people tell you. It is the best way to get high blood pressure, apoplexy and diabetes I know of. Then think of the fun.

By the way, how much do you weigh? It doesn't make any difference.  
(Turn to Page 58)

**Worthy of your recommendation—**

**LISTERINE**  
**LISTERINE TOOTH PASTE**  
**LISTERINE THROAT TABLETS**

**LAMBERT PHARMACAL COMPANY • ST. LOUIS, U. S. A.**



## Notable for What It's Not

There are many combinations of different salts referred to as "saline laxatives" and many others exploited as "antacids". But there is only one

**Oxy-C** *Therapeutically Correct*  
**Crystine**

a hypertonic solution of K.Na.Ca. and Mg. sulfates and subsulfates, acting upon the electro-chemical theory of H-ion control.

For instance, it stabilizes blood pressure, regulates metabolism, promotes elimination, purifies the blood, drains the gall bladder, activates renal and hepatic functions, unloads the intestinal canal, prevents sea- or car-sickness, corrects the aftermath of alcoholic excess, and is an efficient Vernal body-housecleaner.

OXY-CRYSTINE CORPORATION.

Box 118, Grand Central Station, N. Y.

Please send me sample and literature.

M.D.

# TOURS & *for* PHYSICIANS CRUISES OR PATIENTS



*Some suggestions for reading-up on where to go and how to get there*

**The Lure of Spain:** There is quite a lure to it, as you'll admit, after glancing through this beautifully illustrated folder. You can get it from the Bureau of Information, Pro-Espana, 41 Broad St., New York.

\* \* \*

**Yellowstone Park Hotels:** Plenty of facts and pictures concerning our greatest park. Published by Yellowstone Park Hotel Co., Yellowstone Park, Wyo.



**Independent Tour Around the World:** Here is an opportunity to go pretty nearly as you please and stop over wherever your fancy dictates. Your ticket is good for two years, and is quite moderate, considering. The folder can had from North German Lloyd, 32 Broadway, New York.

\* \* \*

**Play at Sea:** Telling all about a series of courses in health building and exercise which you can take if you are lucky enough to be crossing on the S. S. Leviathan. Write the United States Lines, 45 Broadway, New York.

\* \* \*

**Furness-Bermuda:** Portraying the tiny island where automobiles are contraband. The address of the Furness-Bermuda Line is 34 Whitehall St., New York.

\* \* \*

**California Round Trips:** Telling about the new method of travel called Land Cruising, a sort of "ocean liner on rails." Write the Panama-Pacific Line, One Broadway, New York.

**The Cunarder:** A right worthy addition to any reception room table. Subscribed to monthly at a nominal rate. Cunard Line, 25 Broadway, New York.

\* \* \*

**Ideal Vacation Cruise:** A Mediterranean cruise including visits to Athens and the Holy Land, described in a small, but nicely illustrated, folder. Ask Thos. Cook & Son, 585 Fifth Avenue, New York.

\* \* \*

**Handbook for Travelers from Overseas:** Or how to see England outside of Baedeker's. 72 Pages. Address Great Western Railway, 315 Fifth Ave., New York.

\* \* \*

**Steamship Departures:** A sailing list of all lines; take your choice. The list can be obtained from Lifsey Tours, Inc., 527 Fifth Avenue, New York.



**Jamaica:** A little paradise described in a few terse pages, by the United Fruit Company. Their office is at 332 Fifth Avenue, New York

\* \* \*

**To the Viking Fjords:** If you've seen all the regulation wonders of the world, write for this booklet and learn about some new ones. It is published by The Boyd Tours, Inc., 724 Fifth Avenue, New York.

\* \* \*

**Italy:** A simple title but worth sending for. Address Italian State Railways, 281 Fifth Avenue, New York.



**R<sub>x</sub>**

## Comfortable Patients Successful Physicians

If you are not already familiar with Feen-a-mint, let us mail you a supply. No obligation is assumed. Request upon prescription blank or professional stationery will bring prompt response.

Medical Division  
**HEALTH  
PRODUCTS  
CORPORATION**

113 North 13th St.,  
Newark, N. J.

In prescribing or recommending a laxative, the thoughtful (and successful) practitioner is as considerate of the comfort and peace of mind of his patient as he is of the physiological reactions desired. Both considerations suggest Feen-a-mint, the chewing laxative, the active principle of which is phenolphthalein, (yellow).

REG. U. S. PAT. OFF.  
**Feen-a-mint**  
*The Chewing LAXATIVE*



**KNOWN BY PHYSICIANS  
USED THE WORLD OVER  
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# CELESTINS VICHY

THE NATURAL ALKALINE MINERAL WATER  
FROM THE WORLD FAMOUS SPRING  
THE PROPERTY OF THE FRENCH REPUBLIC  
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USED IN MANY INSTITUTIONS AND HOSPITALS

**SOLD BY DRUGGISTS**

**AVAILABLE AT HOTELS, CLUBS AND RESTAURANTS**

DOCTORS

...no more  
holding hands--  
...no more  
holding noses--  
if it's

KELLOGG'S

(the original)

*tasteless*

CASTOR OIL



C. P.—U. S. P.

NEVER SOLD IN BULK

SUPER-REFINED  
ESPECIALLY FOR  
MEDICINAL USE

SOLD BY DRUGGISTS

National Distributors

Walter Janvier, Inc.

417 Canal Street  
New York, N.Y.

## How to Get Sick

(Continued from Page 54)

ference to you but the insurance companies are rather fussy above over-weight and call them "Risks". You'll not have to be pestered with the premium coming due every now and then.

Do your clothes get tight after a meal? That's fine. You probably had plenty to eat and if you get sleepy go on working the best you can. You have just so much blood to keep things going. It is either going to work the brain or digest the food and sometimes it gets confused and does not know just where to go and we call that nervous indigestion.

Eat an unbalanced diet. Much of the starch and sugar we eat after we are forty is stored up as fat and is unnecessary, but it makes us look prosperous. If you are too fat and really want to get thin, do not consult a physician or use good common sense. Buy some of the many patent remedies offered in the papers. You'll get thin, of course.

Sleep with the windows closed and keep out the night air. It is said to be poisonous. Drink all the water you want WITH your meals. It dilutes the digestive juices, slows up digestion and makes food last longer. In fact do not drink water at all. It is rusty stuff. If coffee gets on your nerves, drink more of it and you'll have no nerves at all.



Legs, Arms  
Fingers, Thumbs  
Artificial

Write For Particulars

A. A. MARKS, INC.  
90 FIFTH AVE.  
NEW YORK

Do not waste time eating. It is a crime all the time we consume at the meal table. Eat to live. Remember you have a craw like a chicken and you do not need to chew your food. Just wash it down—with anything. The time to eat and enjoy indigestibles is late at night while the orchestra plays Black Bottom and you swing a wicked heel of the Charleston. That exercise helps to digest the food.

Do not pay any attention to your bowels. Let nature take its course. They usually will move tomorrow or the next day, and what is a bad breath, indigestion, poor skin, constant colds, lowered resistance and dulled mentality to the annoyance of thinking of one's bowels.

Bathing also is a needless waste of time. On the continent they sew the children's clothes on in the fall and they do not come off until the following summer. *That's* what I call efficiency.

Pay no attention to varicose veins in the legs or elsewhere. They are a thing of beauty and a joy forever. Ask the man who has some. They rarely burst and when they do they let out a lot of so-called "bad blood" and usually stay open for years to keep the system clean.

Never mind your feet. They may be as flat as a flounder. Most likely Woolworth's handle arch supports and with a hammer you can adjust them perfectly to any foot. Napoleon said men traveled on their stomachs anyway.

It is a great game, gentlemen. Try your luck!

Just remember that we physicians are always on hand with the same old remedies and preventatives, whenever you get sick of getting sick.

*The above article was a speech addressed to laymen by a New Jersey physician. See the introductions on Page 52.*

# 35 years!

## BETUL-OL

has been continuously used and prescribed by the medical profession for over 35 years. During all this time, it has been advertised *exclusively* to the profession.

*Can you recall, Doctor, any analgesic or counter-irritant thus ethically presented to-day?*

A reasonable trial of Betul-Ol will quickly substantiate the claims made for it. The ever-increasing popularity of Betul-Ol is evidence that

## BETUL-OL

"STILL MAKES GOOD"

### Indications

RHEUMATISM  
NEURALGIA • ARTHRITIS  
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STIFF JOINTS

### Ask for Samples

Anglo-American Pharm. Corp.  
175 VARICK STREET  
NEW YORK



THE STANDARD  
**LOESER'S INTRAVENOUS SOLUTIONS**  
 CERTIFIED

"Glucose solution given intravenously is the best remedy for postoperative shock, dehydration, toxic absorption and even a generalized septic infection."—(*Jr. of the Med. Soc. of N. J., Feb. 1927.*)

**Loeser's Intravenous Solution  
 of  
 Glucose**

A standardized, sterile, stable 50% solution of glucose of neutral reaction, in 20 c. c. and 50 c. c. hermetically sealed ampoules. Free from preservatives.

**LOESER LABORATORY**

[NEW YORK INTRAVENOUS LABORATORY]

New Location: 22 WEST 26th STREET, NEW YORK, N. Y.



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**GAS ELIMINANT**  
 (TRACY)

FOR THE PROMPT RELIEF OF  
**GASTRIC DISTRESS**  
 DUE TO  
**INDIGESTION**

*Samples on Request*

**THE TRACY CO., Inc.**  
 NEW LONDON CONN.

## Congress on Psychotherapy

THE resort of Nauheim is making plans for an International Medical Congress on Psychotherapy, to take place during the later days of April, 1927, and lasting several days. Anyone wishing to take part in it may get in touch with the Nauheim representatives in this country: The German Health Resorts, 630 Fifth Avenue, New York City.

No admission fee will be charged, and the participants of the medical profession will be given special privileges and reductions in prices for room and board.

The congress offers an excellent opportunity for an informative trip through German resorts, hospitals, etc., as the Central Office of German resorts in Berlin is offering special rates and privileges to officials who want to take advantage of it.

Geheimrat Sommer of Giessen will act as chairman of the congress. Special attention at this congress will be given to psychoanalysis, on which subject eminent research men such as Schilder of Vienna, Goldstein of Frankfurt, o.M., Binswanger of Kreuzlingen and Simmel of Berlin will speak. Further, health as a science, and experimental psychology will be discussed at the congress. Foreign physicians are cordially invited to attend and are granted the same privilege as their German colleagues.

According to information received from the New York office of Baden-Baden, another German

health resort, the number of American guests in Baden-Baden is steadily increasing. The figures for 1925 were 3,492 Americans out of a number of 9,507 foreign visitors. This increased in 1926 to 4,117 American guests out of 11,606 foreigners. The present status for Baden-Baden seems to indicate that this number will be still greater in 1927.

## Course in Medical Bibliology

ON March 5th, 1927, the Medical College of The Long Island Hospital, Brooklyn, inaugurated its new course in "Medical Literature and Bibliography."

In a number of schools the importance of bibliographical knowledge has been stressed by individual teachers, but so far as is known this is the first established course of this nature included in the curriculum of any medical school in the country.

An attempt is being made to show the student the real value of the literature which constitutes such an important part of the background of his work; and to teach him how to use a library. The faculty has secured as a lecturer Mr. Charles Frankenberger, Librarian of the Medical Society of the County of Kings, whose wide knowledge of bibliography and of the relative values of medical literature can now be made available for the medical student as a part of his training.

The course is further evidence of the cooperation of the library officials of the Medical Society, for they already have had created a special student membership with definite library privileges.

INTENSIVE STUDY OF *Rectal Diseases* MADE POSSIBLE BY

"THE MOTION PICTURE COURSE IN PROCTOLOGY"

**J. F. MONTAGUE, M.D.F.A.C.S.**

THIRTY EAST 100th STREET      NEW YORK CITY

# THIS MONTH'S FREE LITERATURE

*A tabloid guide for keeping up-to-date on manufacturers' literature and samples*

**About Acid Milk:** Much ink is being used to advantage in discussing the subject of orange juice and milk. Experiments and tests by Margaret S. Chaney and Katherine Blunt have been reported in pamphlets, now being offered to physicians by the California Fruit Growers Exchange, Box 530, Sta. C., Los Angeles, California.



**Haley's M-O:** To see for yourself what a combination of milk of magnesia emulsified with a pure mineral oil will accomplish, ask the Haley M-O Company, Geneva, N. Y., to send you a sample.

\* \* \*

**Guarding the Alkali Reserve; and samples:** A test for total urinary acidity with some notes on effective alkaline medication, and, if you are careful to enclose a prescription blank or other stationery, we think you may receive a twin package trial quantity of Alka-Zane. Ask the William R. Warner & Co., Inc., 105 West 18th St., New York.

\* \* \*

**Samples of Hemodal:** Before your next case of Hemorrhoids turns up, it might be well to ask the Maltbie Chemical Company for a sample or two of their product. Their address is 250 High street, Newark, N. J.

\* \* \*

**Knoll's Mitteilungen fur Arzte:** A 32-page periodical, all in German. Some of the original articles appear to be well worth translating. Send requests to E. Bilhuber, Inc., 25 West Broadway, New York.

**Study of the Nutritive Value of Gelatin:** Like all Knox literature, this leaves nothing out; neither does it bore you. Write Knox Gelatine, Jolntown, N. Y.

\* \* \*

**Chart of foot exercises:** Even though the race of pedestrians is almost extinct, we still need serviceable feet, which is one way of saying that this correctional chart has an important place. If you write in for it, ask also for the Scholl catalog of anatomical models. The address is The Scholl Mfg. Co., 213 W. Schiller Street, Chicago. Ill.

\* \* \*

**Disguising Distasteful Drugs:** Telling how Reed & Carnrick have effectively eliminated nose-wrinkles and grunts of disgust from some very necessary remedies. Their address is 155 Van Wagenen avenue, Jersey City, N. J.

\* \* \*

**Salvoxyl Apparatus:** This literature relating to a new oxygen injection apparatus promises interest of a high order to every physician. A set of the literature is ready for you at the B.B.T. Corporation of America, Altantic Building, Philadelphia, Pa.



**Sanka Test:** We had things twisted in our mention of the Sanka Coffee test two issues ago. It is sample "B" that is Sanka, and sample "A" that is ordinary coffee. It just goes to show how these things will fool you; you simply can't tell the difference. If you haven't made the test, write the Sanka Coffee Corp. 301 Madison Avenue, New York.

## ECHITONE CYSTOSEDATIVE

Clinical results have proven the power of **ECHITONE** to correct many conditions caused by a Blood Dyscrasia, Syphilitic Eruptions, Scrofula, Chronic Eczema, Furunculosis, etc.

is recommended in the treatment of almost every form of Cystitis and Prostatitis, especially old, chronic cases with frequent urination. Excellent results have been obtained in Cystitis of the Vesicle Neck, Pyelitis and chronic Posterior Urethritis.

Complete formula, literature and samples to physicians only.

**STRONG, COBB & COMPANY**  
CLEVELAND, OHIO.

## NEURASTHENIA

In the symptom-complex of neurasthenia, usually the result of prolonged mental strain or overwork, there is marked depression of the vital forces and nervous debility. In such conditions.

## ESKAY'S NEURO PHOSPHATES

**SMITH, KLINE  
& FRENCH CO.**  
105-115 No. 5th St.  
Philadelphia, Pa.  
Established 1841  
Manufacturers of  
*Eskay's Food*  
*Eskay's Suxiphen*

is of paramount value as a nerve-tissue reconstructive. Not only does it stimulate nerve-cell functions and improve nerve-cell nutrition, but it acts also as a stomachic bitter, increasing the appetite and improving the digestion.

**Successful Employment of Motion Pictures:** Here is a straight-to-the-shoulder talk which ought to clear up once and for all the question in a good many physicians' minds, as to whether motion pictures really are worthwhile in medical education. A copy can be obtained by writing J. F. Montague, M.D., Bellevue Hospital Medical College Clinic, New York City.



**Peerless Record System:** This is a big, six-page folder depicting in a graphic way a new record system, and incidentally explaining how your record and book-keeping troubles can be made to dispel like dew beneath the sun. Address the Medical Record and Supply Co., 52 Lafayette St., New York.

\* \* \*

**Radon:** Literature describing the service rendered by the Radium Emanation Corporation is offered. They invite the sending in of intractable case histories for free analysis. Their address is Graybar Building, New York City.

\* \* \*

**Guiatonic:** A generous trial quantity is being offered by William R. Warner & Co., to try upon your next patient requiring a tonic. The address is 113 West 18th St., New York.

**Diet Catalog:** A book of 32-pages listing what's what in the treatment of diabetes, obesity, and so on. Quantitative analyses and suggested recipes are included. This answers a lot of dietary conundrums. Write the Chicago Dietetic Supply House, 1750 West Van Buren St., Chicago, Ill.

\* \* \*

**Keep Your Own Machinery Fit:** A little card of health information to hand patients. It says just enough and no more. As many as you wish can be obtained from Kellogg Company, Battle Creek, Mich.

\* \* \*

**Diphtheria — Curable and Preventable:** The publishers of this pamphlet have been carrying on a very remarkable work, and deserve the attention of every physician. Their entire series of pamphlets is worth having. Write the American Association for Medical Progress, 370 Seventh Ave., New York.



**Iodotone:** Samples can be obtained from Eimer & Amend, New York.

\* \* \*

**Anti-Auto-Tox:** A trial quantity of two half pints is being offered by the Anti-Auto-Tox Co., Inc., 408 East 49th street, New York.

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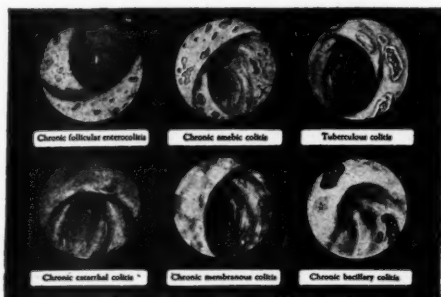
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## CHRONIC COLITIS

EVERY general practitioner or gastro-enterologist sees hundreds of patients all doomed to the limbo of chronic colitis. Their chief interest in life is hunting for a new cathartic. These cathartic agents increase the alimentary rate and thus decrease the absorptive time. Malnutrition results, likewise autointoxication. Cathartic users are all candidates for the invalid's chair. Nature cries for intestinal rest and the only rational and yet simple method elaborated up to this time to meet this need is lubrication therapy.

Constipation in colitis implies that the peristaltic reflex is absent due to the desensitization of the nerve plexi of the intestine by stasis and resulting toxemia. And yet many people live in a fool's paradise because, having a movement every day, they think their alimentary hygiene complete. But all they pass is the *overflow* of an impacted colon. A lubricant is the *only* harmless therapeutic agent which can remove the cause of such a state of intestinal abnormalcy without upsetting Nature's physiological colonic balance.

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